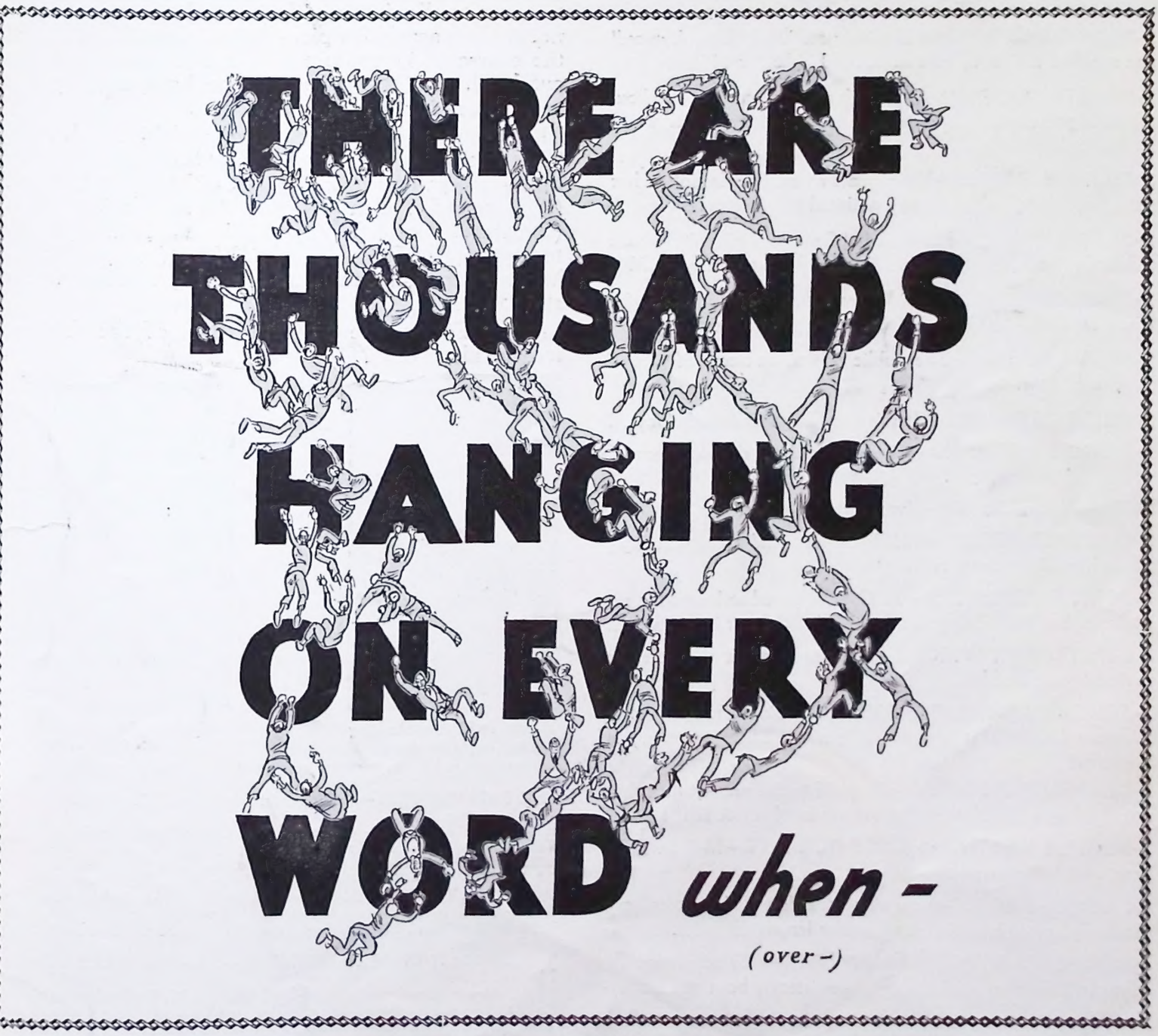
Garbo in "As You Desire Me" Acclaimed Her Greatest Picture

CANADIAN MOVING PICTURE DIGEST

Vol. 24, No. 11 TORONTO 2, CANADA July 9th, 1932



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CANADIAN MOVING PICTURE DIGEST COMPANY LIMITED
259 SPADINA AVENUE, TORONTO 2

METRO-GOLDWYN-MAYER REVEALS ITS PRODUCTION PLANS

for Season 1932-1933

37 STAR PICTURES out of 48

2-JOAN CRAWFORD—In "Possessed" and "Letty Lynton" she reached the top. She's in 'Grand Hotel," too!

2-NORMA SHEARER—Big Productions worthy of her box-office importance. "Strange Interlude" will bring her world acclaim.

2-MARION DAVIES—No expense spared in selection of her vehicles, their production and national promotion.

2-CLARK GABLE—His work in "Strange Interlude" climaxes public demand for his stardom. Another Star created by M-G-M.

1-JOHN GILBERT—M-G-M has a new powerful vehicle for him. You'll see the John Gilbert of his greatest glory.

2-HELEN HAYES—The public awaits the return of "Sin of Madelon" star.

2-WILLIAM HAINES—There's a *new* Bill Haines ready for you!

2-RAMON NOVARRO—Underminished drawing power. "Huddle" for instance!

2-MARIE DRESSLER—Everybody loves her!

2-WALLACE BEERY—"Hell Divers" and "The Champ" made him bigger than ever!

1-JOHN BARRYMORE—M-G-M is proud to hear from exhibitors that John Barrymore as an M-G-M star is a *new* star!

1-LIONEL BARRYMORE—No matter what the role, he makes it memorable.

1-JOHN & LIONEL BARRYMORE—Co-starring them in "Arsene Lupin" was a stroke of genius. Their new story is immense!

1-DRESSLER & BEERY—We yield to the request that they act together again as they did so well in "Min & Bill"!

2-BUSTER KEATON-JIMMY DURANTE—M-G-M has a new, smash comedy team!

2-LAUREL-HARDY—Ever since "Pardon Us" theatres have demanded more Laurel-Hardy feature length comedies.

4-COSMOPOLITAN PRODUCTIONS—These nationally advertised All-Star subjects have consistently been real money-makers!

2-JACKIE COOPER—M-G-M has a brand new idea for this glorious boy star who thrilled the world in "The Champ."

2-ROBERT MONTGOMERY—The past year has furthered his well-grounded popularity with the public!

"THE OUTSIDER" for M-G-M—Sensational hit during its long Broadway run. Made in England and directed by Harry Lachman, who in association with Rex Ingram, produced many of the latter's greatest successes.

12 MARQUEE Pictures

THE ORIGINAL purpose of M-G-M's *Marquee Pictures* was to allow a latitude in production that would not confine aggressive picture-making to ideas that in the course of 12 months might become sterile and out-dated. M-G-M refuses to be hampered by convention or hide-bound by tradition.

The result was that in our first group of this nature called "The Lucky Seven" we gave you "Shipmates" (Robert Montgomery won stardom!) "Sin of Madelon Claudet" (it launched Helen Hayes!) "The Easiest Way" (Constance Bennett). Again this season *Marquee Pictures* gave you "Tarzan, the Ape Man" (creating Johnny Weissmuller a new star!) and other big *Marquee* Pictures still to come.

Marquee Pictures are an expression of the forward-looking ideals of M-G-M.

Directed by Edmund Goulding from Vicki Baum's play

A Robert Z. Leonard Production Based on Eugene O'Neill's play

TYPICAL BOOK & PLAY PROPERTIES

THE PAINTED VEIL—By Somerset Maugham. Cosmopolitan serial Wide book sale.
REUNION IN VIENNA—Robert E. Sherwood's Broadway hit!
THE GOOD EARTH—By Pearl S. Buck, Pulitzer Prize Novel, best-seller
MEXICO—By Laurence Stallings, co-author of "The Big Parade".
LA TENDRESSE—By Henry Bataille. Henry Miller Theatre success.
RASPUTIN, THE MAD MONK—A perfect subject for the M-G-M studios A picture that requires Bigness in conception and casting.
THE SUN OF ST. MORITZ—Dramatic and romantic novel, the rage o the Continent.
THE EDUCATION OF A PRINCESS—Best-seller by Grand Duches Marie of Russia.
ESKIMO—By Peter Freuchen. M-G-M has sent W. S. (Trader Horn) Va Dyke and one of the largest film expeditions of history to the frozen North
THE BUGLE SOUNDS—By Major Zinovi Pechkoff.
CANDLELIGHT—Translated from the German of Siegfried Geyer b P. G. Wodehouse. A Broadway hit built for the screen!
PACK UP YOUR TROUBLES—One of Laurel-Hardy's feature-length comedies.
THE DEVIL PASSES—An outstanding S. R. O. play of the current Broadway season by Benn W. Levy.
SALUTE—An original screen story by the brilliant playwright Frederick Lonsdale.
TARZAN AND HIS MATE—Johnny (Tarzan) Weissmuller returns in Edgar Rice Burroughs' new love adventure!
FELIX—This play by Henry Bernstein ran 400 performances in Paris!
THE MARINES HAVE LANDED—This one tops M-G-M's previous highs in this field "Tell It To The Marines", "Hell Divers" and "Shipmates"

"Heads Canada Wins"—Beaverbrook Nathanson Heads Together Empress of Britain

Canadian Moving Picture DIGEST

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RAY LEWIS
Editor and Managing Director

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"SUFFICIENT UNTO THE SHOW"

DOUBLE features must go, so states Leo, who has put on his boxing gloves for a "knockout" blow.

The Loew Circuit, which has the inside track to M-G-M product, which leads the market, is now taking an aggressive part in the present agitation against double feature bills.

The Digest has always been opposed to Double Feature programs, as far back as the Silent Film days. Variety is not only "the spice of life", but the spice of Amusement Value.

There are only a few original plots in Motion Pictures, although these may have a variety of settings, of presentations. Generally it is the same story with a new dress. This is one of the weaknesses of double features, the staleness of story interest, which must follow.

The other deterring factors are many, you are familiar with them. We will, however, repeat that Double Feature presentation is the "easiest way" to present a show and is not showmanship, nor Show Business. The attraction of a Midway is in its sword-swallower, its Cannibal Queen, its fat lady, its bearded lady, a ceaseless menagerie of variety. Circus business is Show Business, in the rough, or refined through various processes by an interjection of the artistic element.

The newsreel, which is the Screen's world newspaper, the comedy, short and merry, the other novelties in abbreviated form, plus the feature, which is publicized, advertised as the magnetic attraction, all combine to test the selective ability of a Showman to arrange his Show, and to give the public, which is mostly restless, movement in Motion Pictures.

Someone clever enough to say, "Comparisons are odious", scarcely knew that this coinage of words would be so applicable to Double Features, one picture which must always be less attractive than the other when presented on the same bill for comparison!

A glaring example of this was in the trade show of Chaplin's "City Lights", and "East Lynne", with Ann Harding. Each of these pictures was box-office, but presented at the same time, the "East Lynne", production walked away with the show; and if "East Lynne" can walk away from Charlie Chaplin, "Sufficient unto the show is the presentation of one feature".

BOOSTER WEEK, MONTREAL

THE PALACE, Capitol and Loew's, Montreal, originated the idea of Booster Week, and handed this idea to His Worship, Mayor G. C. MacDonald. Leading civic and business organizations co-operated to give Booster Week a boost toward success.

His Worship, the Mayor, issued a proclamation as follows: "It is once more the pleasure and duty of the Mayor of Montreal to call the attention of our citizens to Montreal Booster Week, and to urge upon them the advisability of observing this week in the most appropriate and effective way.

"I request them all, our manufacturers, wholesale and retail dealers, our theatrical directors, our managers of sports and other activities, to observe this week by exhibiting in their different trades the confidence required in the future of our country.

"I also request that flags be flown from the public buildings during the whole week and that every effort be stressed in order to spread among the public a spirit of healthy and enduring hope.

"I trust," concludes the proclamation, "that the entire co-operation of the people of Montreal will be secured on this occasion."

The theatres mentioned offered prizes to lady patrons, had Canadian exhibits, and in every way co-operated for the benefit of Montreal, and incidentally boosted their own value to the city, and their own business.

RAY

RAY LEWIS

PRESENTS

CREATING a market for British Films was not an easy task, since all the creative effort started and practically finished with Canadian effort. Canadian propaganda for British Films, Canadian finance for this propaganda, publicity, advertising, and distribution of British Films all Canadian.

As far back as the dominant Allen chain of theatres in Canada, which was prior to the combination of Lord Beaverbrook, Royal Securities, N. L. Nathanson Interests, forerunner of Famous Players Canadian Corporation, we in Canada have endeavoured to persuade British producers and distributors to sell their product to Canada direct, eliminating the policy which sold American with Canadian rights.

In 1918, *your editor, as personal representative of Messrs. Jules and Jay J. Allen, sailed for England to purchase British pictures; and during her sojourn there, she endeavoured with the help of the Trade Press to impress British producers with the value of selling Canada direct. But British producers then, as they do now, persist, save in those few deals where the Canadians have advanced cash guarantees on a guaranteed number of pictures, in dealing preferably with the United States; and even in instances where most important British deals have been made by Canadian Film Enterprise the British producer has reserved the right in his contract with the Canadian distributor, to sell a specified number of his pictures to the United States with Canadian Rights included.*

We in Canada appreciate the money-value of an American sale, but disagree with the frank statement of British producers that they will not permit anything to interfere with the possibility of making an American deal!

THE British market in Canada appears to be well taken care of. United Artists will release British & Dominion product, formerly released through Regal Films, while Regal Films release the Gainsborough product, the producing unit of the Gaumont-British Enterprise. Regal also release the British Lion product, which through Sam Smith, controls the Edgar Wallace Screen Rights.

British International Pictures has recently made a deal with Pat Powers, the latter American having purchased a substantial interest in the British company. Pat Powers will release B. I. P. product in the U. S., and he has also an interest, it is reported, in Wardour Films, the distributing unit of B. I. P., in the United Kingdom. Metro-Goldwyn-Mayer will have thirteen B. I. P. Quota pictures for distribution. The Canadian B. I. P. situation will be solved when the litigation between Ray Lewis, etc., and B. I. P. is settled. One of the principal factors in the action for alleged Breach of Contract, as filed by Ray Lewis, etc., against B. I. P., etc., is the fact that the British company insisted on retaining as a clause in its contract the right to take four pictures from the B. I. P. product to sell to the U. S., Canadian rights included.

The British & Dominions also has an arrangement with Paramount to produce British Quota films for this company. Gaumont-British has American deals for the distribution of its product in the U. S., through World Wide, Tiffany, Universal, and Ameranglo, the Arthur Lee enterprise. This appears to have tied-up the leading British companies' product, and the only British product which would be available for Independent Canadian film enterprise would be the Independent Film producers in England, whose production activities are irregular; and whose best product finds itself being released through the distributing units of the big Theatre and Producing companies in the United Kingdom, which would eventually find its market in the U. S., and Canada, through these channels.

Both Gaumont-British and B. I. P. are in the market for the purchase of foreign films, of which they make English versions for distribution, some of which we have had in the United States and Canada.

We note that legislation has gone through in England to establish a fund for the promotion of the educational and entertainment value of British films. The fund is provided by reserving five per cent. of the Sunday Theatre tax collected. Such a move in Canada, that is, the reservation of part of the Movie Tax might be the necessary stimulant for Canadian motion picture production.

At present our Canadian film production activities revolve around The Motion Picture Bureaus in Toronto, in Ottawa, and through the Associated Screen News, at Montreal.

Occasionally we have been inspired to become producers of Motion Pictures, but while the entire Empire is talking British Film production and the sister Dominions have established producing units, we, who are leaders in many pioneering enterprises, move slowly in respect to Canadian Film production.

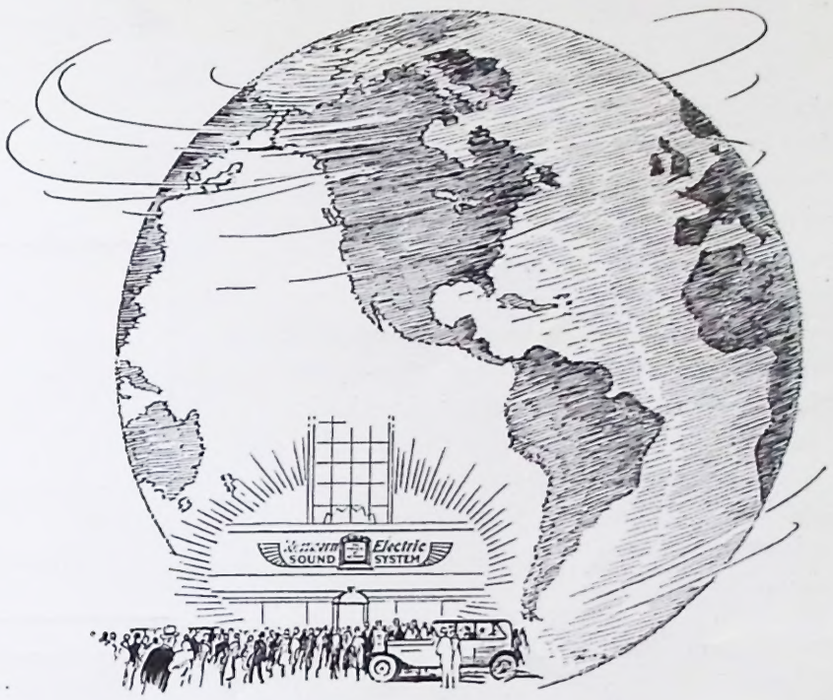
ENGLAND proved that neither fog, nor rains, nor other apparent disabilities could permanently hamper her producing activities. In Canada, we have territory which is as compatible to film production as is Hollywood. We have the tremendous advantage of being next door to the U. S., by way of securing talent, etc., and when we say talent, let us not overlook the stars of the world's screen, who are Canadian-born.

(*Continued on Page* 6)

Chaplin's youngsters should star in a picture called "The Kids." Surely "The Kid" will not restrain his kids!

THE VOICE *of* ACTION...

on which the Sun never sets



Country	No. of Theatres
Australia	338
Bermuda	4
British Isles	1,506
British Honduras	1
British West Indies	2
Canada	352
Ceylon	4
Egypt	19
Gibraltar	156
Guatamalia	1
India	62
Jamaica	5
Malta	5
Newfoundland	5
New Zealand	97
Palestine	5
TOTAL	2,562

Responsible for Theatre Successes in 16 British Countries

● Across Canada, and in fifteen other sections of the British Commonwealth of Nations, "THE VOICE OF ACTION" Sound System day after day, year in and year out, is assuring theatre owners and the public the best there is in sound and talking picture reproductions.

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Northern Electric
SOUND The VOICE of ACTION **SYSTEM**

WESTERN ELECTRIC IN
ALL OTHER COUNTRIES

Ray Presents

(Continued from Page 4)

With what appeared as "the world against her", England created a Film Industry, which has taken its place in the world's Industry of Motion Pictures. Canada is neither too small, nor too big to take the production of Canadian films seriously. The world is hungry for Enterprise, the world enjoys Motion Pictures, the tragic times we have passed through has chastened this most popular amusement, but it has suffered it to healthily survive.

The Spartains tried out the enduring qualities of the new-born infant by exposing it to the elements upon the top of a mountain in Sparta, so somewhere I have read. The puny infants did not survive, the lusty ones persisted in living through this endurance test. The Motion Picture Industry is as one of these Lusty Infants, it has survived an endurance test through all the chaotic Economic exposures, the latter which has crashed some of the mightiest enterprises of the world.

Such a Lusty Infant is worthy of being nurtured by Canada, who is of Amazonian stature, and who has the enduring and surviving qualities, to make Picture History!

Toronto Theatres

LOEW'S — Manager Jules Bernstein — "New Morals for Old", a Metro-Goldwyn-Mayer picture, with Robert Young, Lewis Stone and Margaret Perry.

UPTOWN — Manager Tom Daley — "The Ringer", adapted from the book by Edgar Wallace, produced in England by the Gainsborough British Lion studios, released through First Division Pictures.

TIVOLI — Manager James Lynch — "State's Attorney", a Radio Picture starring John Barrymore.

IMPERIAL — Manager H. V. Knevels — Tallulah Bankhead in the Paramount Picture, "Thunder Below".

FOR SALE

Star Theatre, Meaford, Ont. For further information apply to

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2 Simplex Machines, prime condition; 250 mahogany finish wood opera chairs, iron standards, and various other articles open for inspection.

Very reasonable prices.

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Announcing the "Theatrephone!"

A simple device enabling those hard-of-hearing or with imperfect hearing to hear the stage or screen show in comfort. Regains those customers lost to you when Talkies first came in, together with their friends that stay home with them. Provides a fine point to advertise the Service you are giving your patrons at no increase in admission prices.

Pays for itself in one year by two average admissions per show, and as there are six phones, any further phones in use is clear profit. Does not connect to or interfere with the present Talkie installation or amplification in any way, is not subject to continual changes in volume, has its own volume control on each head phone changed instantly by the user. Costs a fraction of the cost of around $1,000.00 usually charged for similar apparatus.

Get back the business of those customers who have left you due to imperfect hearing. Cash in on the fine advertising value of such a special service.

Full information on this simple and efficient device cheerfully given you upon request. Hundreds of Theatres speak highly of the service and added profits from the use of the Theatrephone. How about YOU! ! !

THE COLEMAN ELECTRIC Co. - 258 Victoria St. - Toronto, Ont.

"Courtesy with Service"

Montreal discovers seven theatres operating without permit. City and Province get together

Round About the Studios

"Blondie of the Follies" Title of New Marion Davies-Film for M-G-M

"Blondie of the Follies" has been selected as the title for Marion Davies's new starring film for Metro-Goldwyn-Mayer. The new film is in production at the Culver City studios under direction of Edmund Goulding, who made "Grand Hotel", with Robert Montgomery, Billie Dove, Zasu Pitts, James Gleason, Jimmy Durante and Clyde Cook in the cast. "Blondie of the Follies" is an original story for the screen by Frances Marion, who wrote "Emma", "The Champ" and "The Big House".

Universal's "Once in a Lifetime" Cast Complete

With the selection of Jack Oakie for the part of Dr. Lewis and Gregory Ratoff to play the role of Glogauer, the cast of first-line principals of "Once in a Lifetime" is all set. Russell Mack started production on Tuesday with Sidney Fox playing Susan, Aline MacMahon playing May, Russell Hopton playing Jerry, Zasu Pitts playing Miss Leighton, Louise Fazenda as Helen Hobart, Onslow Stevens as Lawrence Vail and Jobyna Howland as Mrs. Walker, in addition to Jack Oakie and Gregory Ratoff, whose most recent success was in "Symphony of Six Million".

Regent Theatre Strathroy Re-opens

The Regent Theatre, Strathroy, reopened under new management, after being closed for some time for improvements. A record crowd attended the event, which was under the auspices of the Middlesex Light Infantry Band, who were in attendance, and paraded the main street of the town prior to the opening.

Shearer to Play in "The Barretts of Wimpole Street"

It is reported that United Artists will borrow Norma Shearer from Metro-Goldwyn-Mayer for "The Barretts of Wimpole Street".

Karen Morley for R K O

Karen Morley has been loaned by Metro-Goldwyn-Mayer to R.K.O. Radio Pictures, for the feminine lead in "The Phantom of Crestwood."

"The Washington Masquerade" New M-G-M Political Drama

"The Washington Masquerade" is announced as the final title for the Metro-Goldwyn-Mayer picture of political life formerly known as "The Washington Show". Lionel Barrymore heads the cast of the new film, which is based on Henry Bernstein's play, "The Claw". In the supporting cast are Karen Morley, Diane Sinclair, Nils Asther, William Morris, Lawrence Grant and C. Henry Gordon. The film is under direction of Charles Brabin.

"Young Ironsides" Ready for Distribution

Filming of "Young Ironsides", the first of the Charley Chase series of comedies, was completed last week at the Hal Roach studios. The supporting cast includes Muriel Evans, Harry Bernard, May Wallace, Clarence Wilson and Jerry Mandy. Dorothy Layton, new stock player, also appears in the picture. James Parrott directed the picture.

Gallagher at Work

Skeets Gallagher has started on his series of starring two-reelers for Universal. His cast for "The Finishing Touch", which is his first picture, includes June Clyde, Bert Roach, Yola D'Avril, Virginia Howell and "Tiny" Sanford.

Laurel-Hardy Comedy "Scram" Completed

Production was completed last week at the Hal Roach studios on "Scram", the first of the Laurel and Hardy featurette comedies on the new season's program. The supporting cast includes Vivien Oakland, Arthur Houseman and Wilson Benge. Ray McCarey directed.

English Star for Swanson Picture

Miss Heather Thatcher, English stage and screen star who while on a vacation in Hollywood appeared with Robert Montgomery in "But The Flesh Is Weak", has been selected by Gloria Swanson in London to portray the role of a sophisticated English blonde in "Perfect Understanding", which Miss Swanson is making in Europe.

Warner Bros.-First National Each Releasing 2 Pictures in August

Two Warner Bros. pictures and two First National's will be released by the Warners during the month of August. The Warner pictures are "Stranger in Town", with "Chic" Sale, Ann Dvorak, David Manners and Noah Beery, which will be released August 6th; and "Jewel Robbery", co-starring William Powell and Kay Francis, which will be released August 13th. The First National August releases are: August 20th, "Crooner", from the novel by Rian James, with David Manners, Ann Dvorak, Ken Murray and Guy Kibbee; and August 27th, "Doctor X".

RKO Radio Sets Production Pace

R.K.O. Radio Pictures is setting the pace for summer production activity, according to an announcement by David O. Selznick, Executive Vice-President in charge of production, with twenty feature productions in the process of cutting, production and preparation, which marks a new peak of production activity for the R.K.O. Radio studios.

Of the twenty features, four are being cut, four are in production and twelve are in preparation, being readied for production.

Production Under Way On "The Last Mile"

"The Last Mile", the famous stage play by John Wexley, adapted to the screen by Seton I. Miller of "Scarface" fame, has gone into production at the California Tiffany Studios, with an impressive cast recruited from stage and screen.

RKO Radio Comedy Series Commenced

Clark and McCullough have started rehearsals on "The Iceman's Ball", the first of their new series of two reel R.K.O. Radio comedies. Ben Holmes wrote the story and Mark Sandrich will direct under the supervision of Louis Brock.

"Motorcycle Mania" is the definite title chosen for the new Metro-Goldwyn-Mayer sport champion short subject recently completed, with Jack Cummings directing.

Alberta amends Theatres Act, stamps "U" for "Family Pictures." Restricts attendance children under 14

Now for "Empire Week"!

The Imperial Conference at Ottawa, July 21st, Will Be of World-Wide Interest and Importance!

Are You Ready to Capitalize on This Outstanding Event?

Canada, as an essential and important part of the British Empire, is particularly interested in the forthcoming Conference at Ottawa. It will be the most important and far-reaching event in recent history and already has the attention of every loyal British subject.

Here is your great chance to profit by this important world event—

RUN AN "EMPIRE WEEK" IN YOUR THEATRE DURING THE CONFERENCE, FEATURING BRITISH-MADE PICTURES.

Regal Films Limited, the only company in Canada that is specializing in the distribution of Empire-made feature pictures, is prepared to furnish you with a large and varied assortment of these features, including musical comedies, smart society dramas, action pictures, mystery stories, romances, hilarious comedies, etc. They are equal, from all angles, to the best features produced anywhere in the world.

In running an "Empire Week" you will have no trouble to secure the active co-operation of your city officials and every patriotic society. Your local newspapers will be glad to give their editorial support to your efforts.

THIS IS AN OPPORTUNITY NO REAL SHOWMAN WILL PASS UP.

There is no time to lose. GET BUSY RIGHT NOW and make all necessary arrangements. The Regal Exchange nearest you will be glad to co-operate in every way to make your "Empire Week" an outstanding success.

Below will be found a list of excellent Empire-made Feature Pictures ready for immediate booking. Choose those you want to use. You must act quick. Time is short, but the chance for doing real business awaits you. Get busy NOW. Be patriotic, be enterprising, be a booster — in short, be a LIVE WIRE, UP-TO-DATE SHOWMAN.

These Are Available RIGHT NOW!

Carnival
Chance of a Night Time
Dreyfus Case, The
Ghost Train, The
Hound of the Baskervilles
Lady Panniford's Folly
Man They Couldn't Arrest
Middle Watch, The
Michael and Mary
Murder
Night Birds
On Approval
Plunder
Ringer, The
Should a Doctor Tell?
Skin Game, The
Speckled Band, The
Sunshine Susie
Suspense
Tell England
Tons of Money
Uneasy Virtue
Warm Corner, A
W Plan, The
Yellow Mask, The
Young Woodley

Here's Your Big Chance! Grab It Quick!

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